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A W I N N I P E G S O U V E N I R

of Canada Cities
Winnipeg

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S O U V E N I R

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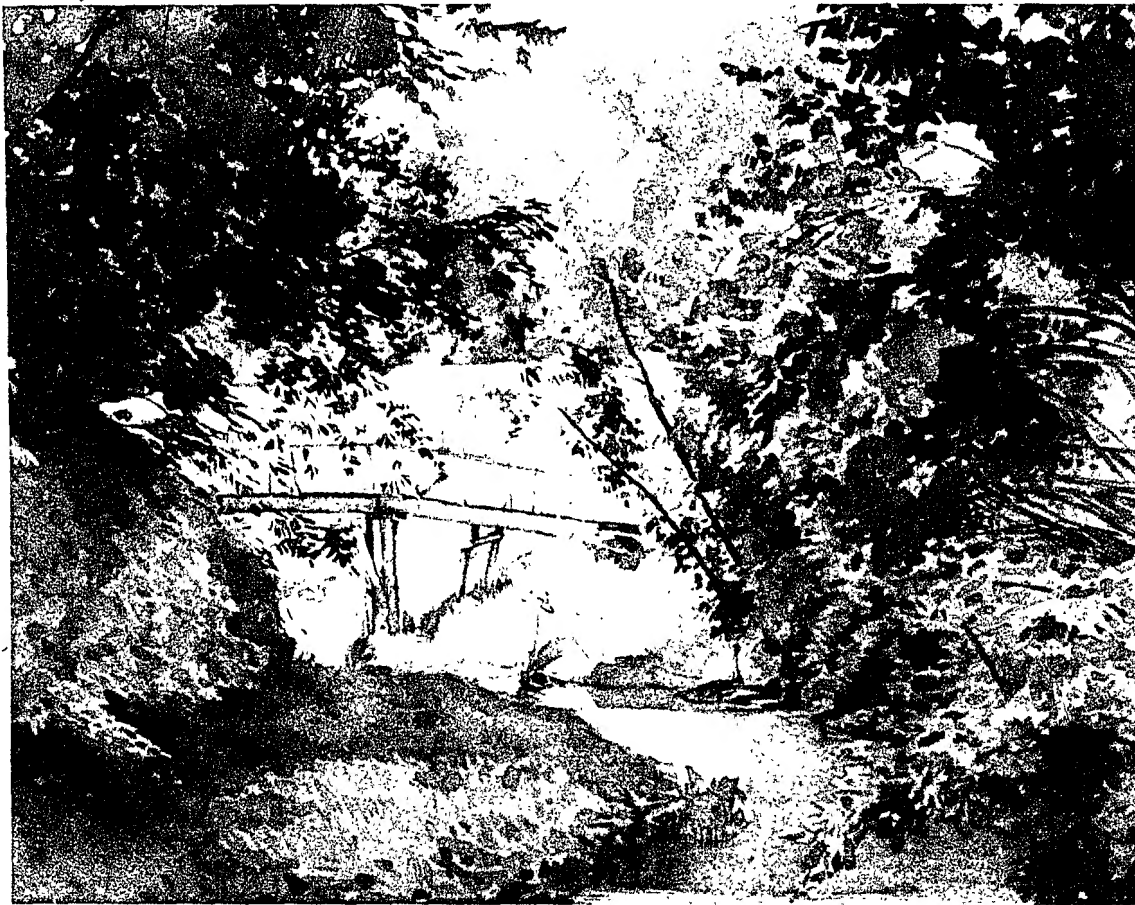
Old Fort Garry Gate, Winnipeg

- Pierre Gaultier de Varennes, Sieur de la Verendrye, with his three sons and his nephew, was the first white man to journey from Montreal to the West. His arduous canoe trip brought him to the site of the future City of Winnipeg, just a little more than two hundred years ago.
- From that date on, for more than a hundred years, the West grew but slowly. Forts sprung up as trading posts in connection with the fur trade. Selkirk settlers arrived. Strife and conflict were the order of the day. Those early

explorers, pioneers and traders were more concerned with eking out an existence than with developing the new found land. In this earlier life, the Red and Assiniboine Rivers played an essential part as channels of trade and avenues of travel. As a result it was natural that the junction of these two rivers became the location for the principal forts and settlements. And, since so much activity centered around that point, the logical sequence was that Canada's most important Western City would develop there.



St. Boniface Cathedral across the Red River, Winnipeg.



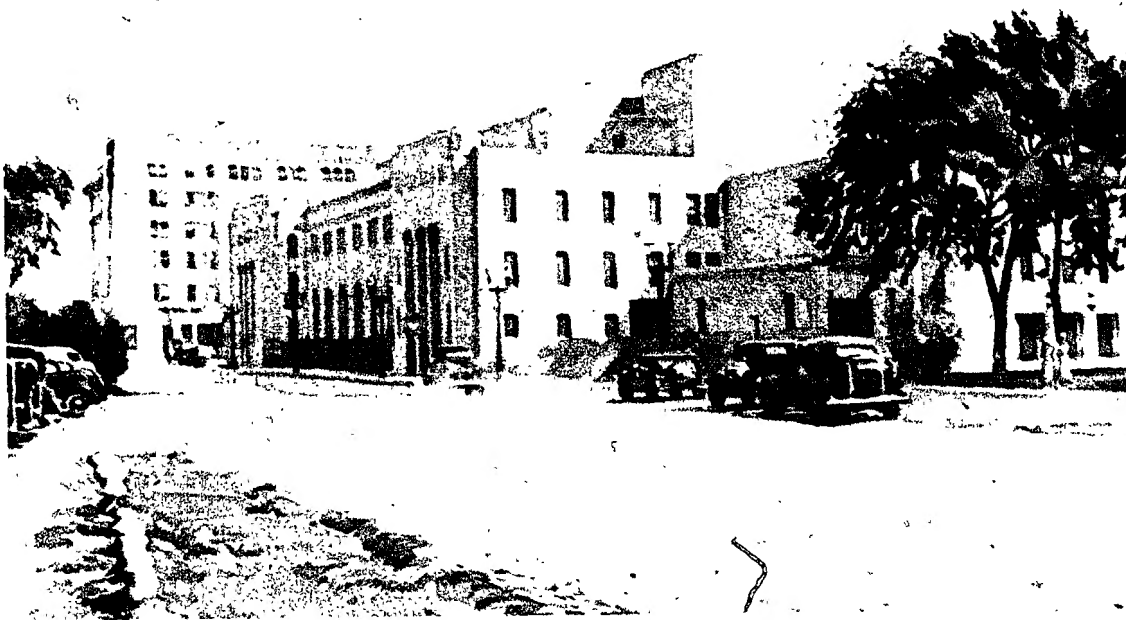
Windsor Park Golf Course, Winnipeg

- Winnipeg was incorporated as a city on November 8th, 1873, and its citizens set about the task of developing a community to take its full part in the growth of the West. In due course it became the supply centre for Western Canada and the focal point for western wheat on its journey to European markets. For many years trade and agriculture were of chief importance. Gradually, however, as the city grew, small manufacturing concerns were established. The last twenty-five years have wrought such a change that

today manufacturing exceeds practically all other lines of endeavor in monetary value. Add to this the recent development of Manitoba's mines and natural resources and you have a city entirely different from that of twenty to thirty years ago. Distributive trade from Winnipeg, which suffered such a setback when the Panama Canal was opened, has been more than made up for by both mining and manufacturing.



In Kellner Park, Winnipeg.



Civic Auditorium, Memorial Boulevard, Winnipeg

- In point of population, Greater Winnipeg, with its unusually diversified nationals, its virility of youth, its eagerness and energy, is admittedly one of Canada's important cities. In spite of setbacks from too rapid early growth, over-speculation, wars and depression, it has increasingly built a solid foundation of community life towards security for the future.
- Winnipeg—variously referred to as “the bottle neck of Canada” or the “central city of Canada”—will continue

to be one of Canada's most important cities. Broad expansive streets, spacious parks, stores, warehouses, factories, schools and colleges—in short all that goes to make a large and good city are here. And that youthful imaginative spirit is still sufficiently in evidence among its citizens to refresh one with the optimism of the West.

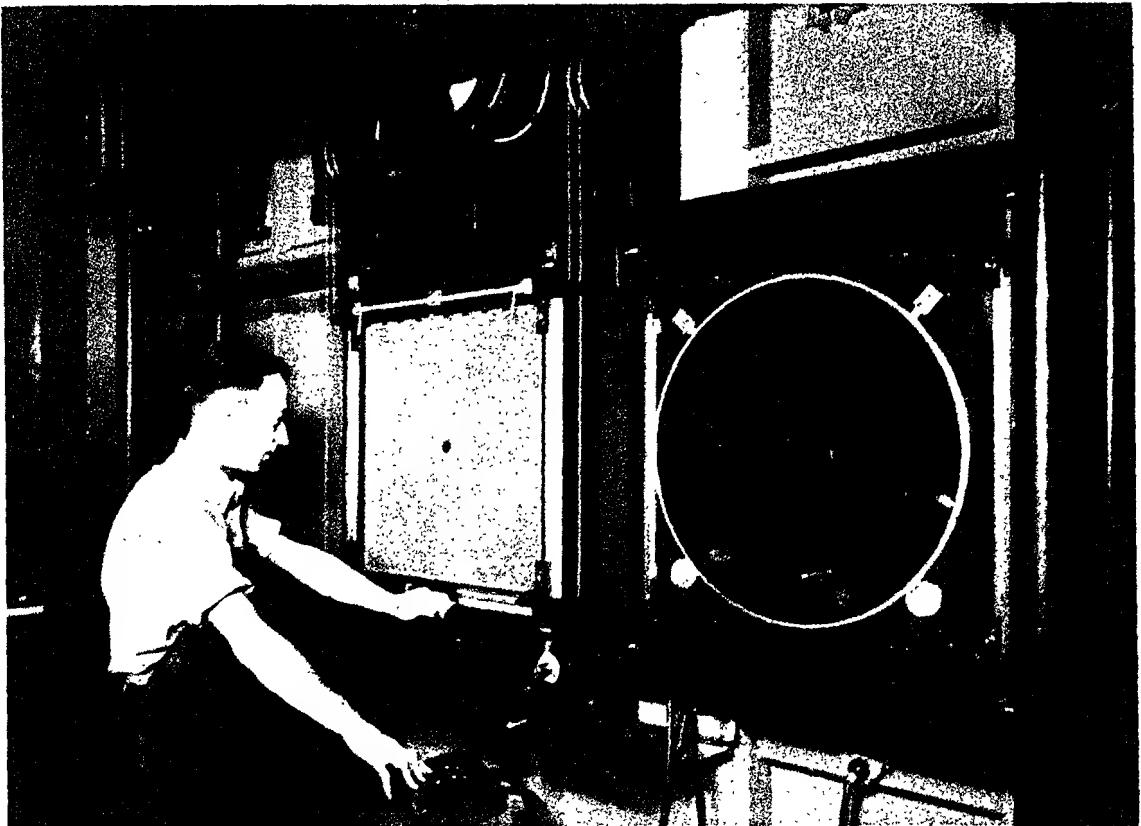


Gran Exchange, Lombard Street, Winnipeg.

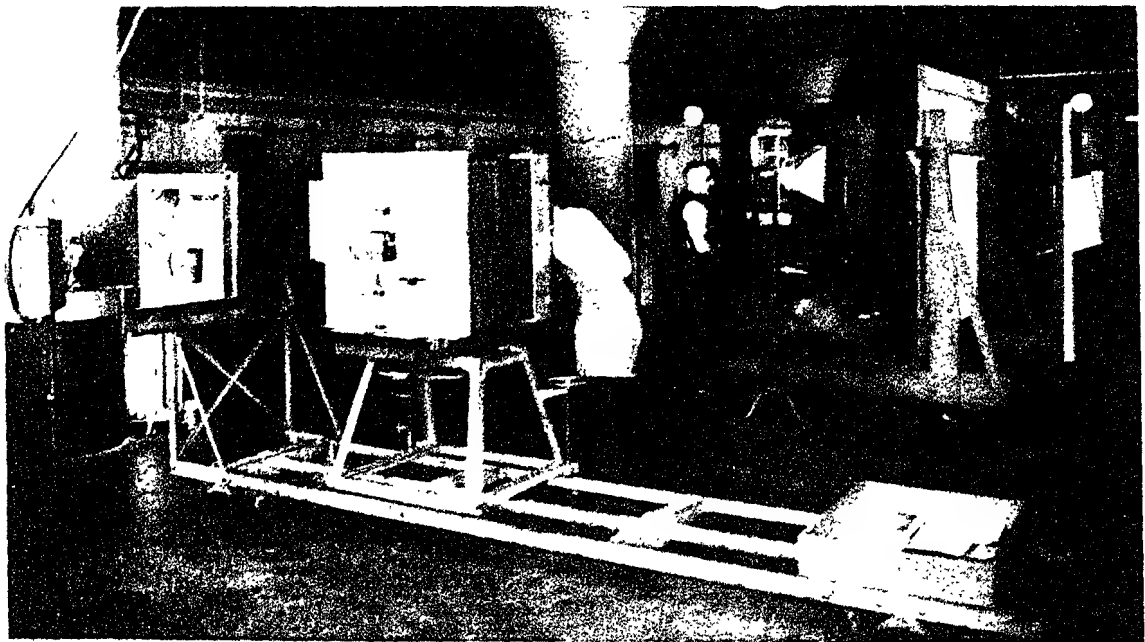
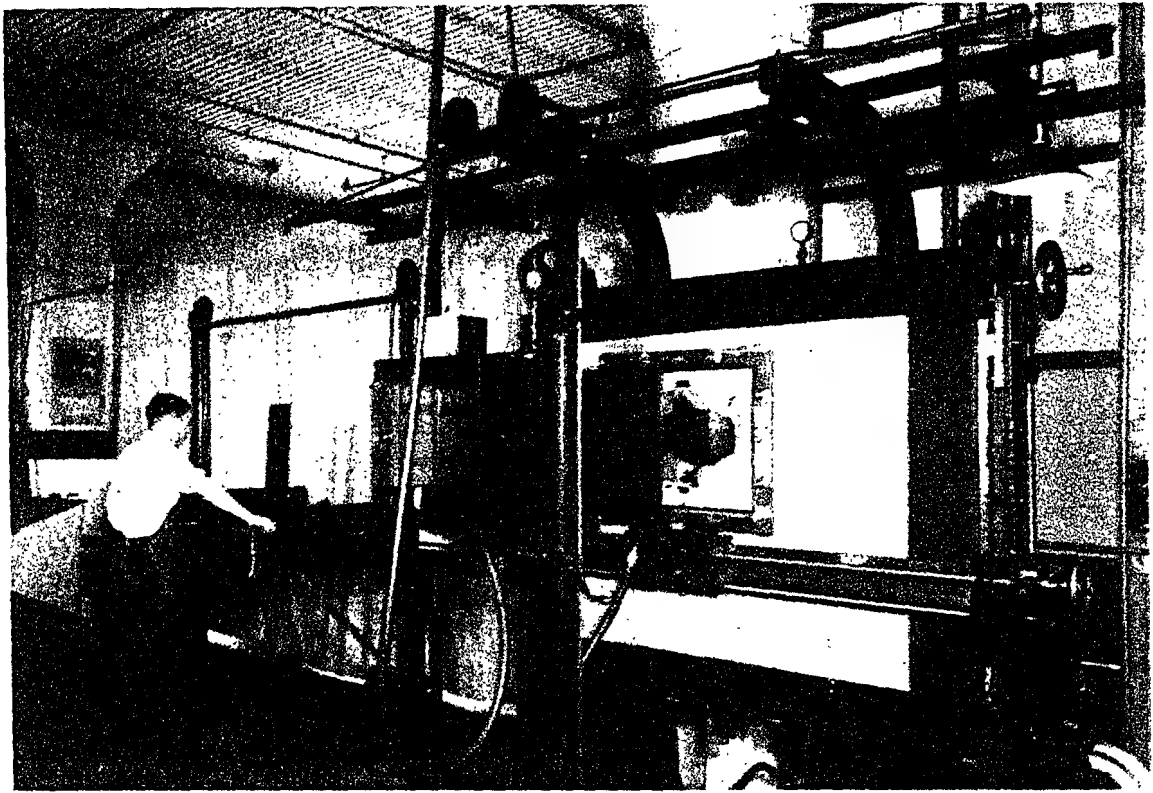


The main entrance

- It was in Winnipeg towards the end of 1889, that Stovel Company was founded. The first small establishment, utilizing in all less than seven hundred square feet, was a partnership of three printer brothers—John, A. B. and C. D. Stovel. At first the firm grew with the West, then, in a sense, it outgrew the West.
- Starting first as printers, they branched out in turn as lithographers, photo-engravers, electrotypers, stereotypers, publishers, commercial artists, commercial photographers,



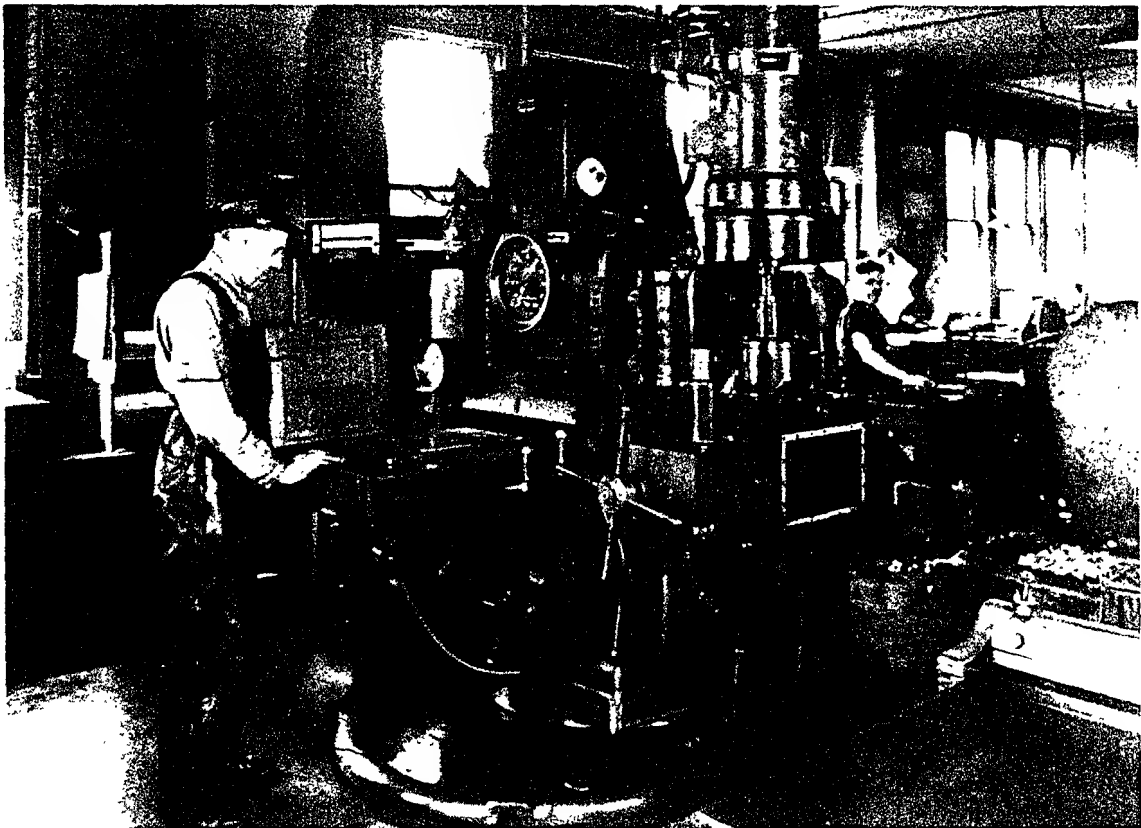
Electrically controlled lithograph camera



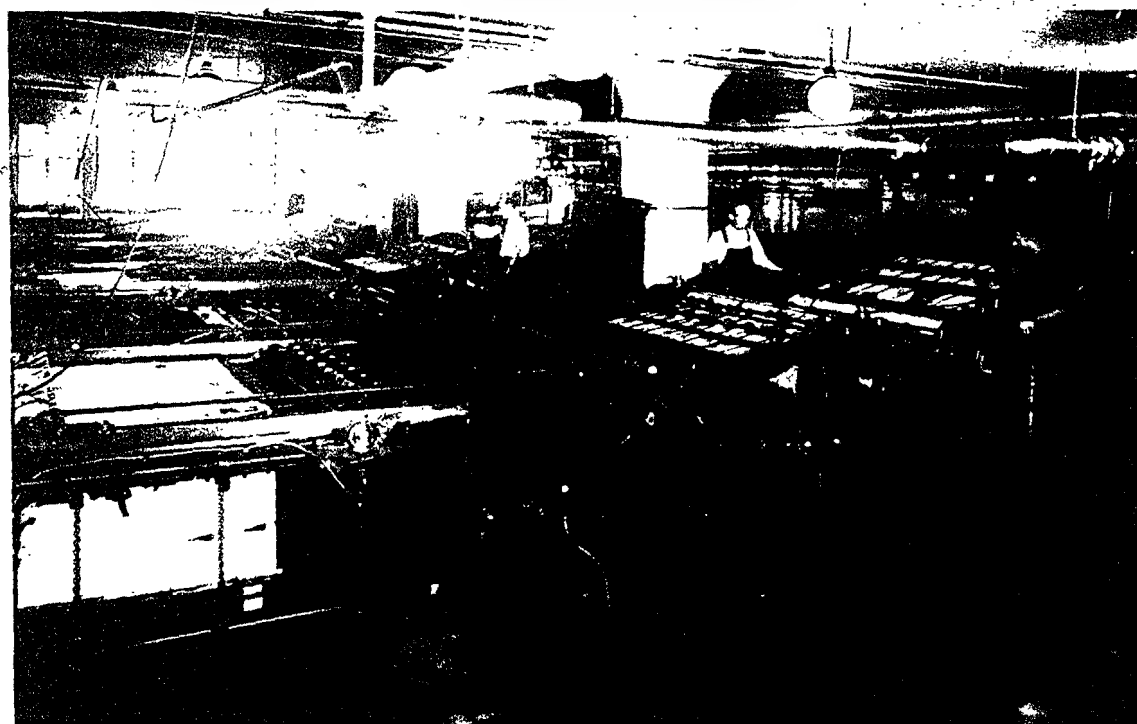
(Above - Photo-litho printing equipment Below - Photo-engraving camera)

and map publishers. The three founders have since passed on, but the firm continues to grow under the personal direction of one son from each family.

- The plant for actual production is, perhaps, unique both for its size and its equipment. Few similar establishments in Canada are larger, none more completely able under one roof and one management to take full responsibility for the design and production of work entrusted to them.

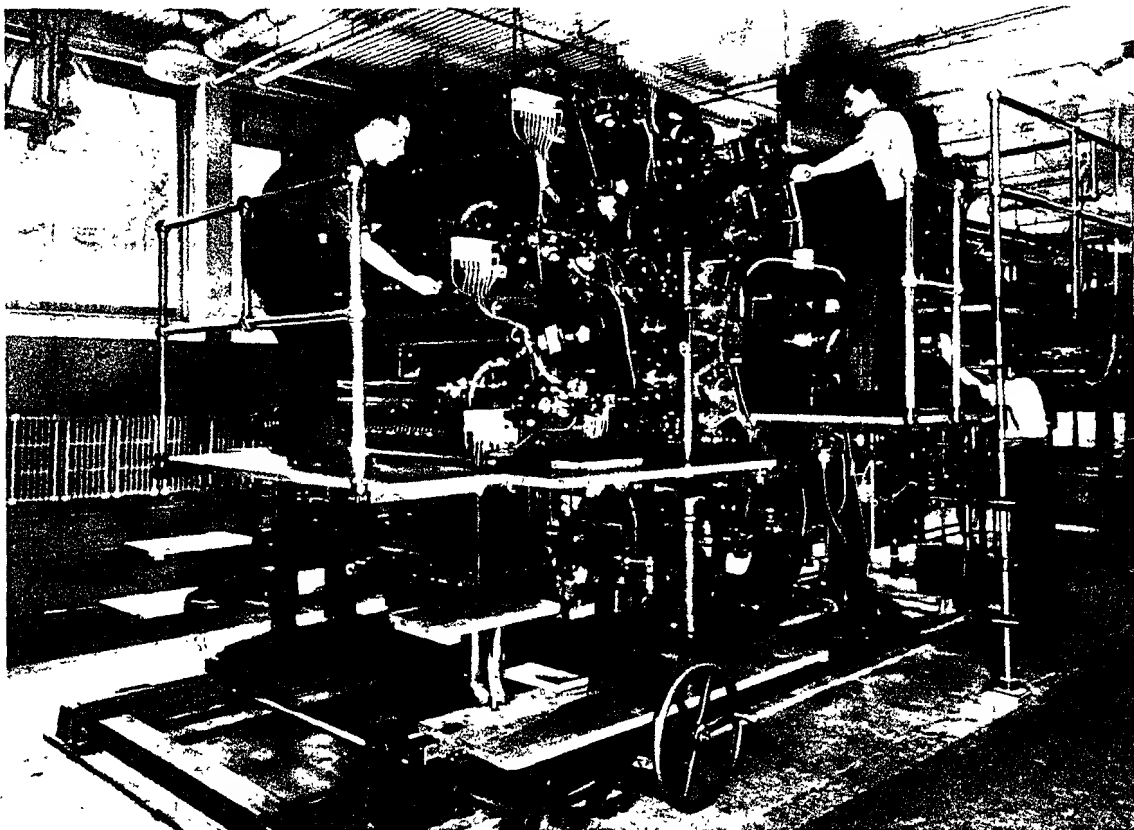


Electrotype moulding press

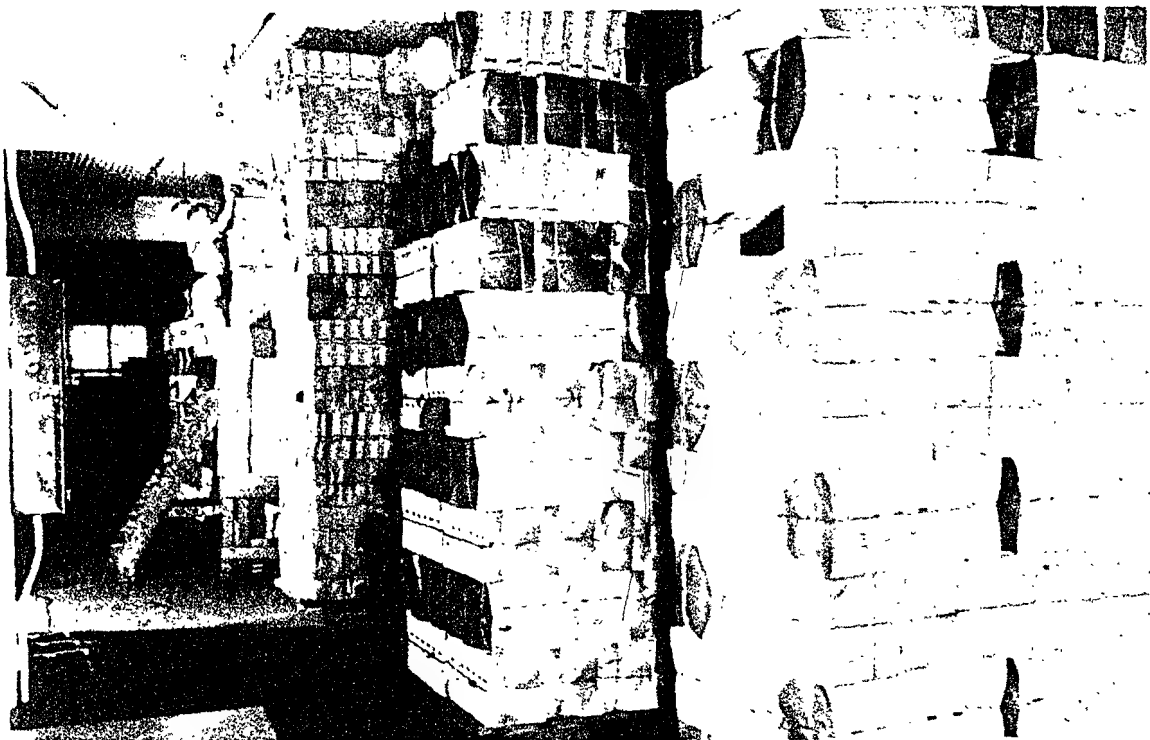


Above - Part of the Composing Room Below - Three two-color presses

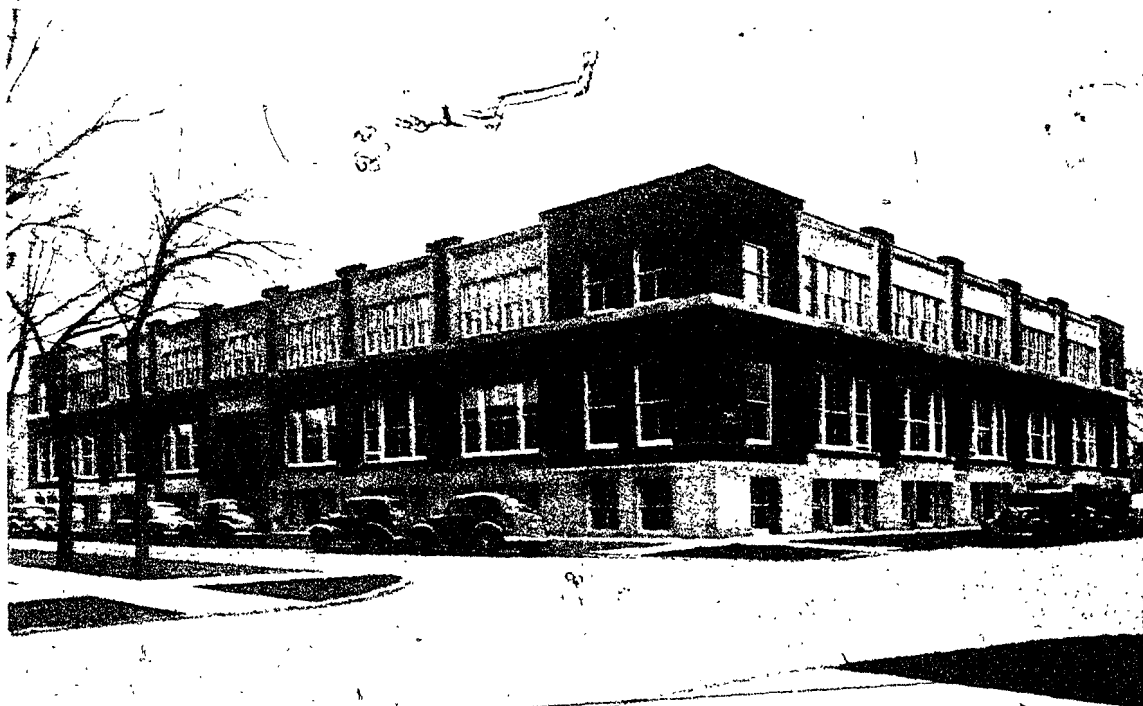
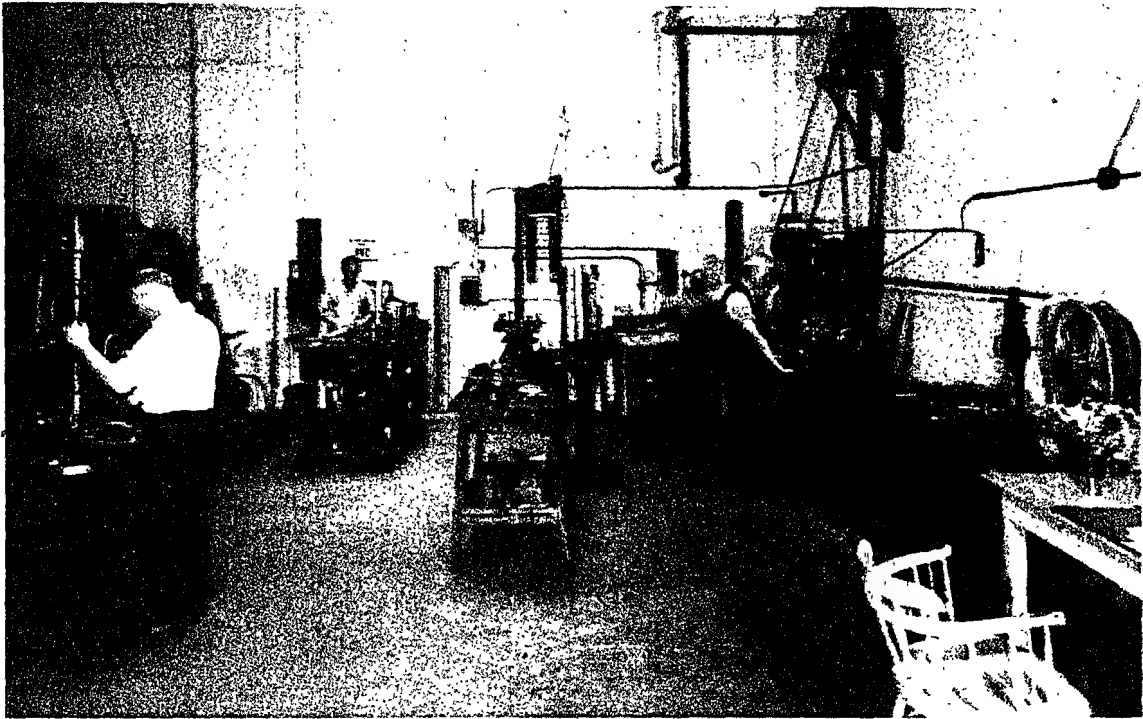
• But the Stovel organization extends far beyond being just a printing, engraving or lithographing establishment. It includes, as subsidiaries, one outstanding consumer magazine, "National Home Monthly," and seven business publications that are equally important in their varied and respective fields. These, together with the parent Company, are briefly outlined in this brochure. In their own way, these publications and the Company are adding to the prestige of the City of Winnipeg.



Five-color process printing press



Above - Bundled forms stored till assembly Below - Leather stitcher and trimming machines.



Above - Machine and electrical repair shop. Below - The Ford Building



A Canadian home



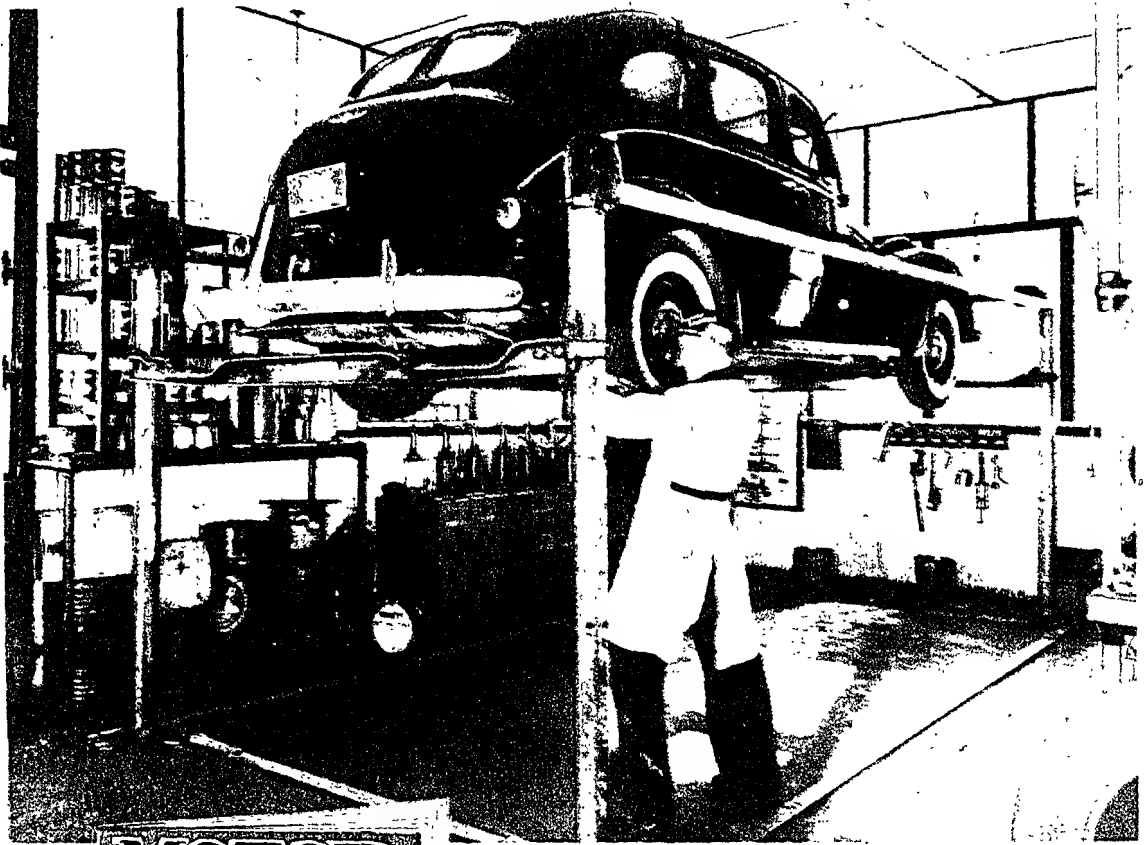
CANADA'S GREATEST MAGAZINE

- The Canadian home with all its component members represents the life blood of our trade and commerce. So it is that Canada's oldest magazine is dedicated to the better urban homes from the Atlantic to the Pacific. Each month more than a quarter million families absorb its contents and react to its advertising columns. The readership closely parallels our population, province by province, and enjoys a much higher than average earning power.

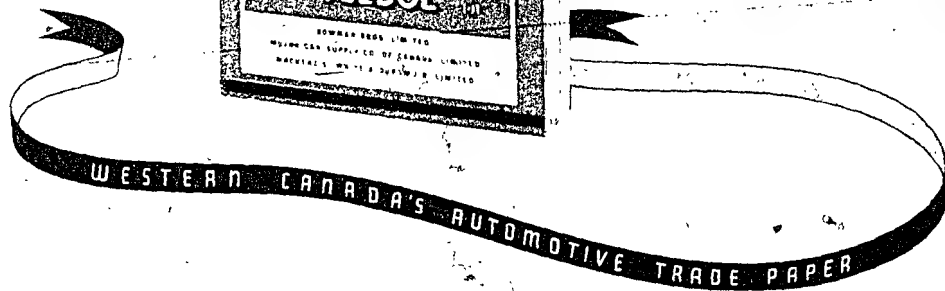
- Truly "National Home Monthly," in name, coverage and influence is an institution whose sound editorial policy has aided and abetted Canadian home life and business these forty-one years past.



A residential street



A repair garage

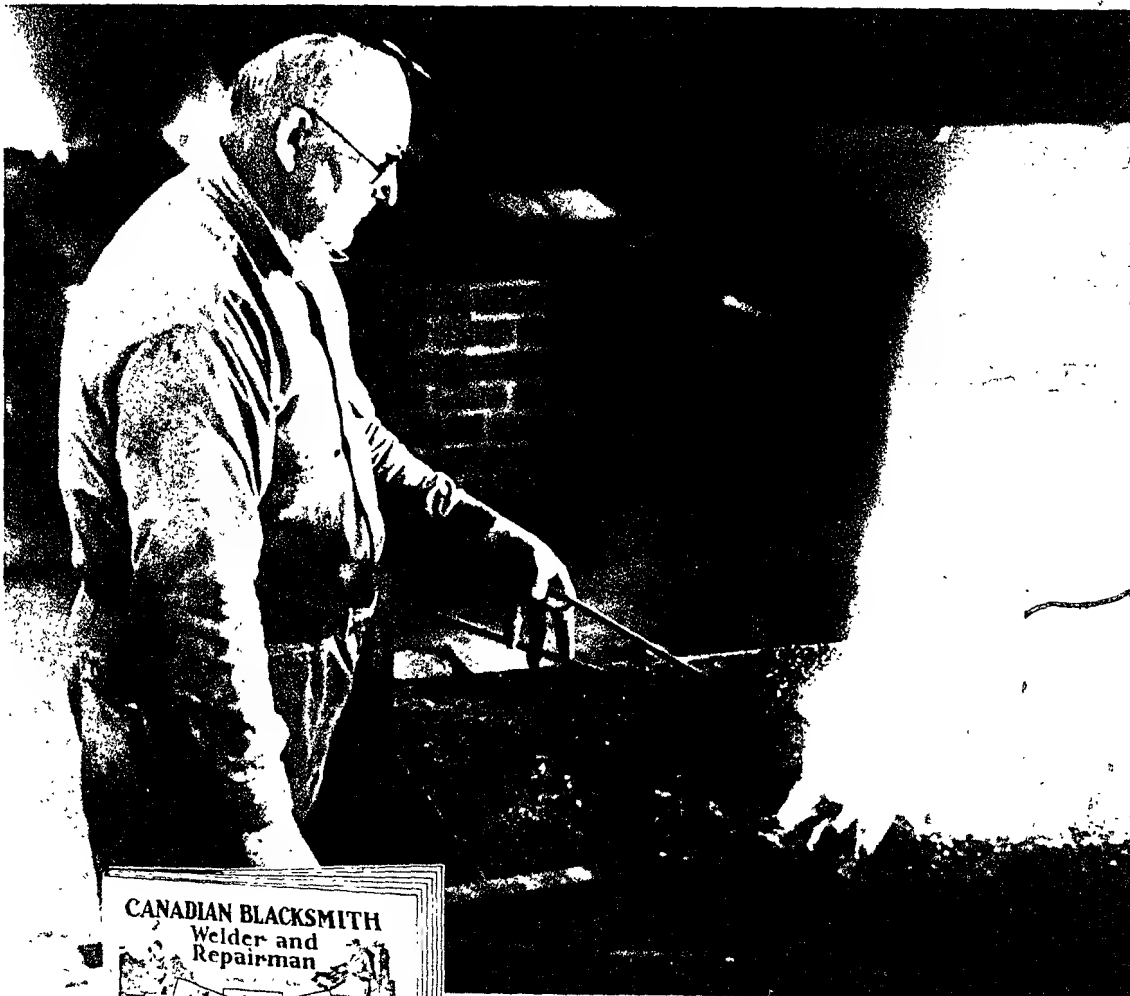


- Almost half a million cars, trucks and buses owned and operated in Western Canada represent nearly one-third of the total for all Canada. They constitute an approximate annual market for half a million tires and tubes; one hundred and fifty thousand batteries; well over a million spark plugs; over two hundred million gallons of gasoline; nearly five million gallons of oil; and for all other automotive requirements such as general garage equipment, tools, replacement parts, accessories and supplies.

- "Motor in Canada" provides the accepted means of effective contact with the buyers of all the automotive merchandise required to supply and service this important market.



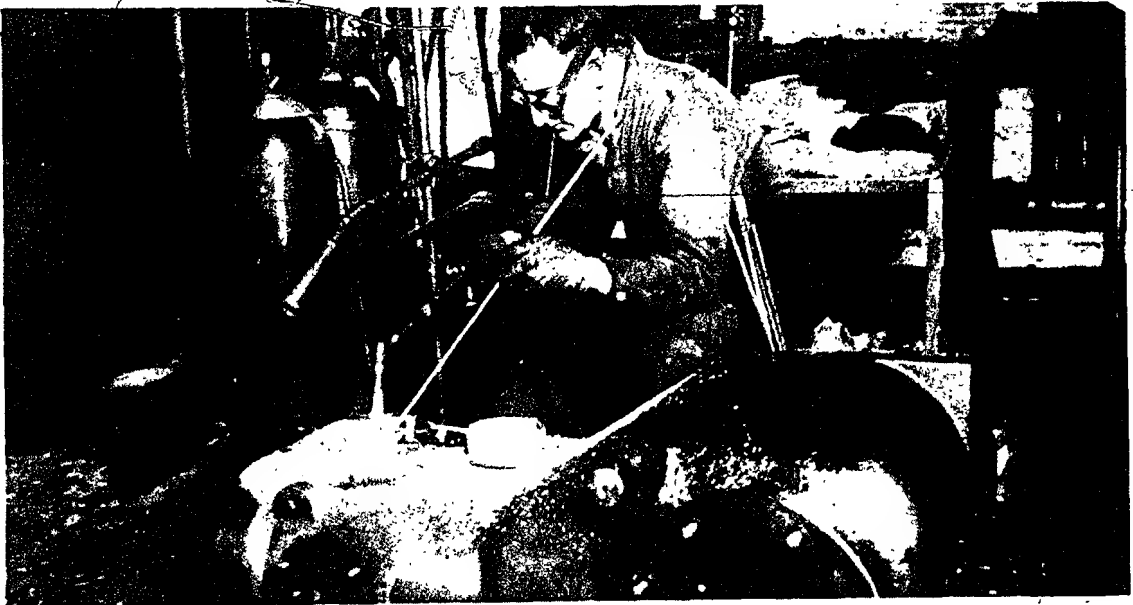
A modern service station



The Blacksmith

CANADA'S ONLY BLACKSMITHS' AND WELDERS' JOURNAL

- For over 4,000 years blacksmiths have welded and forged metals. They are essential craftsmen in agriculture, transportation, industry and commerce. All products . . . from plow to airplane . . . require their skill. The anvil is now replaced by the oxy-acetylene welding torch and the electric arc, and our readers effect speedy, low-cost repairs on all farm equipment, general machinery and automotive units. Canada's farms have a machine investment of over five hundred and forty-five million dollars. Blacksmith welding shops give agriculture an essential repair service.
- "Canadian Blacksmith, Welder & Repairman" is the only technical journal serving these repair shops.



The Welder



Machines turn the soil

**CANADIAN
FARM IMPLEMENTS**

<p><i>Water</i> PUMP and SPRAYER SYSTEM WATER PUMP AND SPRAYER SYSTEM WATER PUMP AND SPRAYER SYSTEM</p>	
<p>"VIKING" GRAIN CLEANERS Give Perfect Seed Grain! THE HART & HART CO. LTD.</p>	
<p>ALUMITE</p>	<p>SKE HARROW & CO. COMPANY LIMITED HART AND PULLER TO ORDER</p>

CANADA'S ONLY FARM EQUIPMENT TRADE JOURNAL

- Canada's immense farm production is due to mechanized agriculture. The farm-factories of Canada depend upon modern power equipment for low-cost production, essential to meet world prices. In 1840 it took 57 man-hours to grow an acre of wheat; today it takes only 3.3 man hours. Modern equipment has reduced plowing and seeding costs by 60 per cent. Wheat can be cut and threshed for under 4 cents per bushel.

- "Canadian Farm Implements" is the magazine of the farm equipment industry in Canada . . . covering all dealers, distributors and factories. Accurate, authoritative, closely read, it serves the immense farm machinery market of the Dominion.



Machines reap the harvest



New Buildings

CONTRACTOR
and BUILDER

UNIVERSAL CAST IRON PIPE



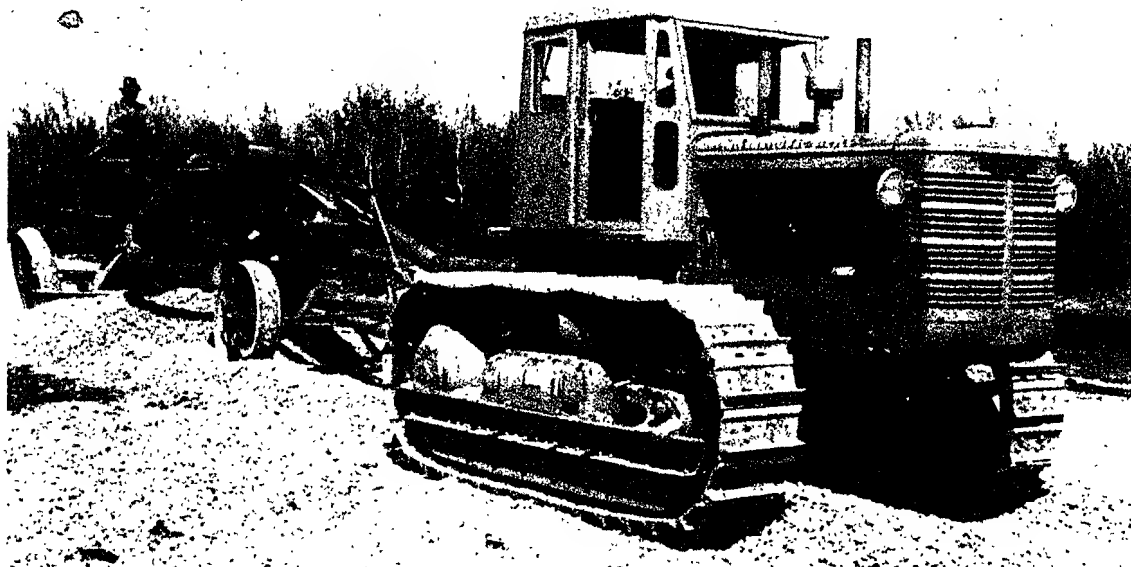
WARM AIR FURNACES

ANTHES FOUNDRY LTD.

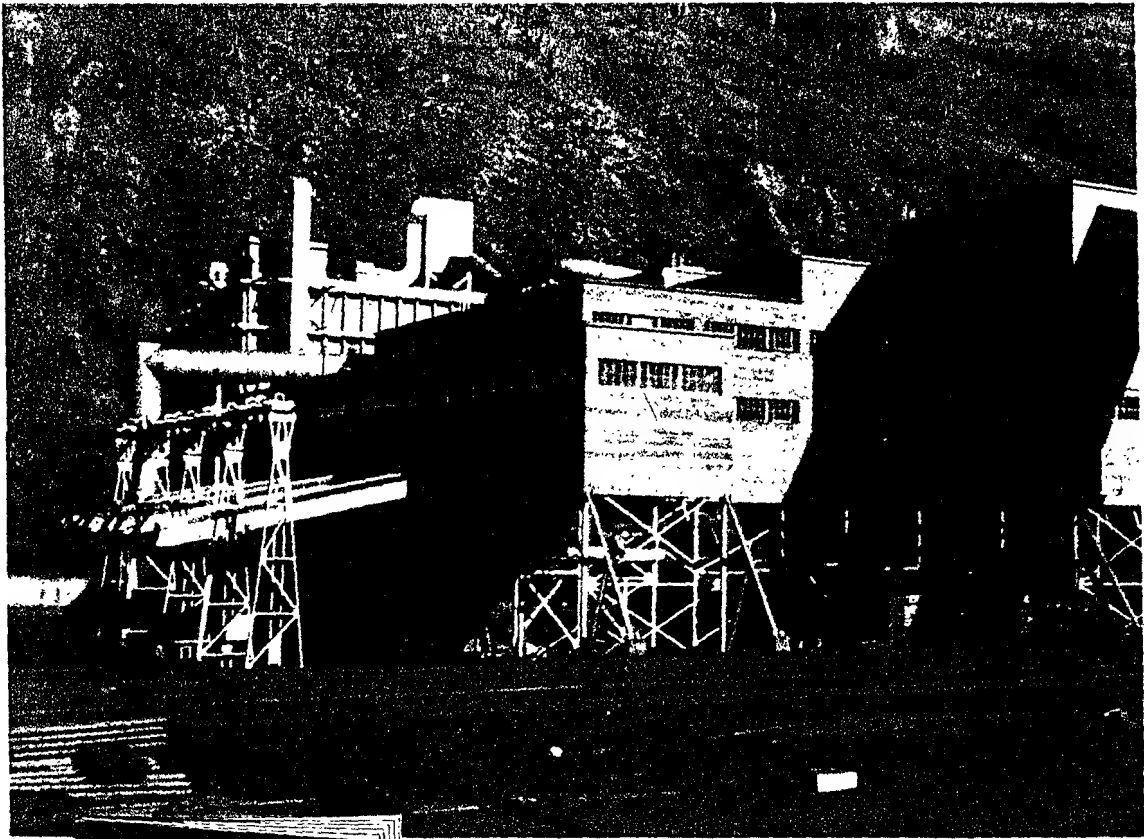
CHICAGO, ILL. U.S.A.

JOURNAL OF THE CONSTRUCTION INDUSTRIES OF WESTERN CANADA

• The West still builds, and in the smallest community or in the largest metropolis the function of the contractor and builder is one of extreme importance. To them falls the task of modernizing the old, building the new — construction that requires thousands of manufacturers, sales representatives, architects and contractors. There has been an impressive upturn in recent Western Canadian construction. New methods, new materials, new design, require full explanation and technical advice. Serving all branches of the construction industry, the "Western Canada Contractor and Builder" keeps the trade well posted on essential information and latest developments.



New Roads

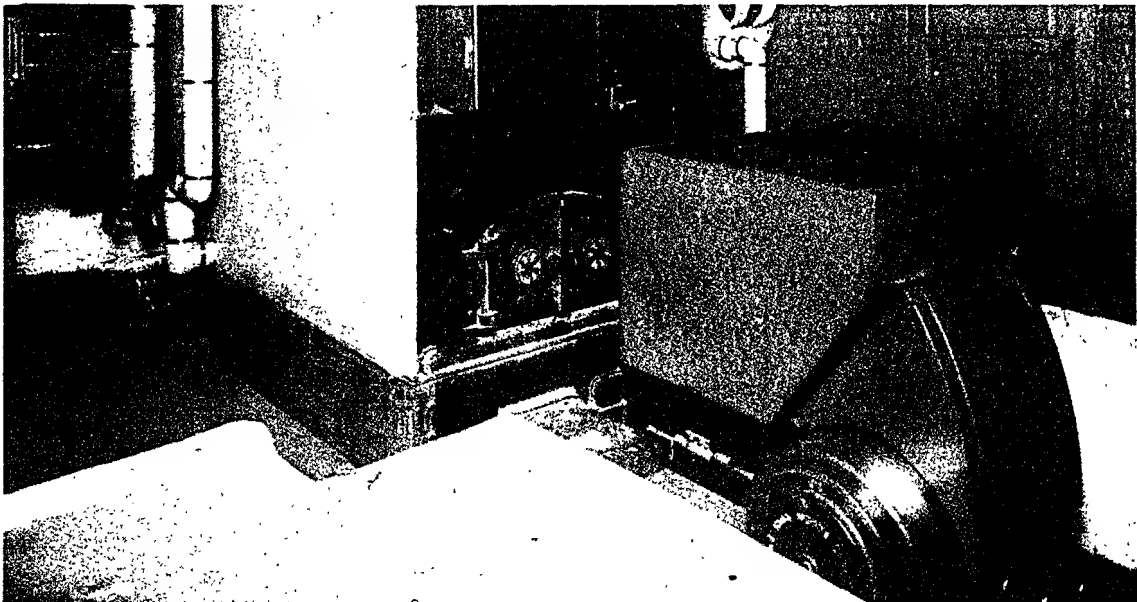


A. Western coal type

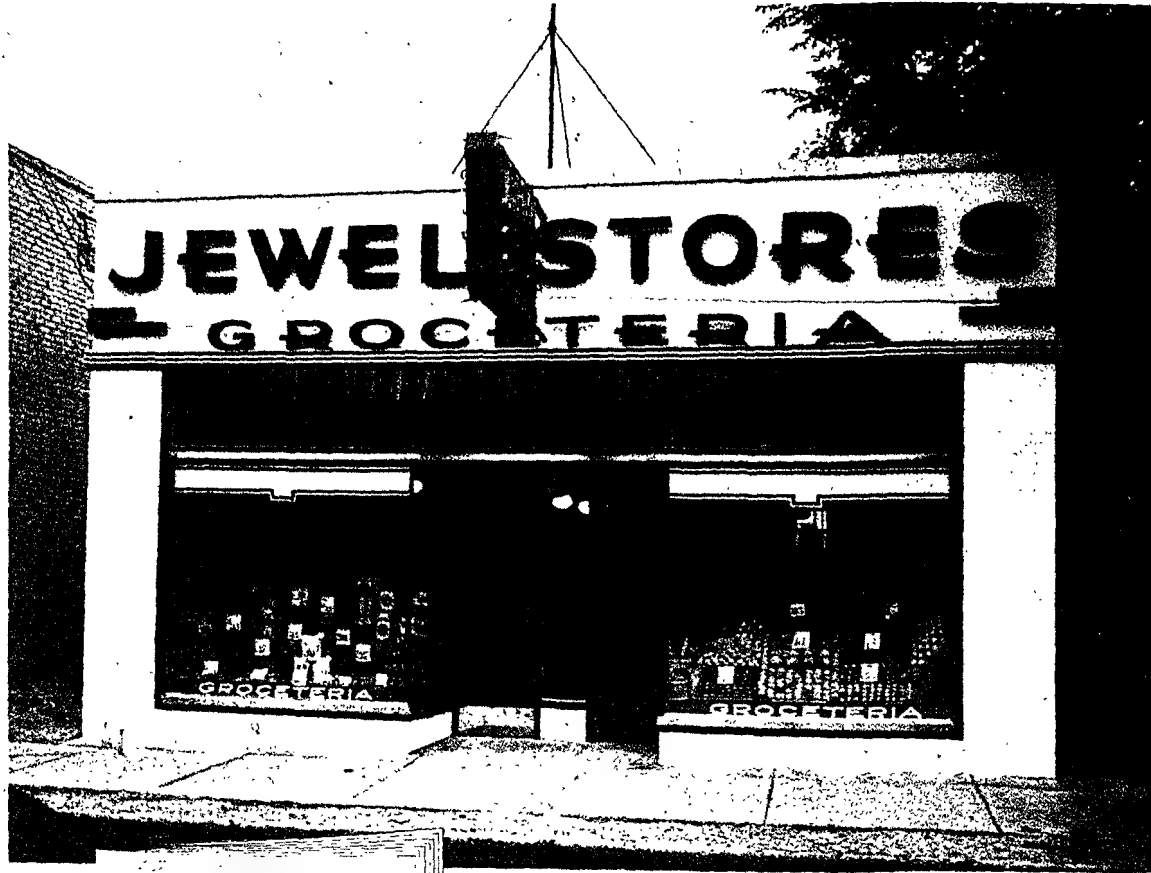


CANADA'S OLDEST FUEL TRADES AND HEATING JOURNAL

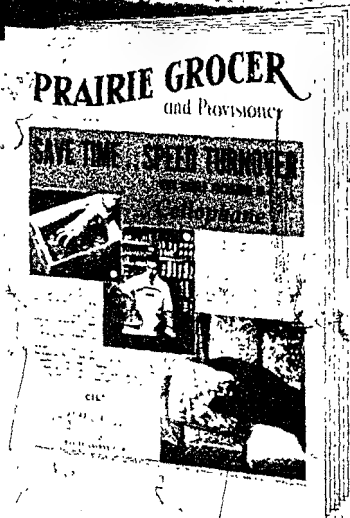
• Heat, and frequently steam power, is essential to the life of the three million people of Western Canada. To supply this need the coal industry has developed tremendously. Some four hundred Western mines today supply nearly nine million tons of raw coal annually. And the transportation of coal from Western mines to its market has become a major traffic of the railroads. The outlet for this enormous amount of coal is through thirty-five hundred retailers, most of whom are reached through "The Western Canada Coal Review," the voice of all branches of the coal industry and the official organ of the Western Canada Fuel Association.



Automatic heat with coal



A Western Store



FOR MODERN AND BETTER MERCHANDISING

- In the four Western Provinces of Canada, food and clothing requirements are supplied through more than half of the retail outlets. Besides the exclusive grocery, meat and provision stores, practically all department and general stores have food departments. These stores supply the personal needs of over three million people.

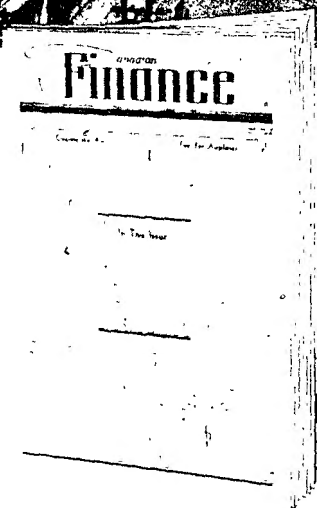
- To serve this field of retail business, progressive, modern information is supplied by "The Prairie Grocer and Provisioner," with its "Commercial Merchandiser" section for readers handling general merchandise in addition to food lines. It is by far the largest publication of its kind in the West and one of the two largest grocery journals in Canada.



Well displayed merchandise



Winnipeg's financial centre



WESTERN CANADA'S BUSINESS MAGAZINE

- Economic progress in Western Canada during recent years has been greatly enhanced through development of important natural resources. Agriculture now shares the spotlight with mineral and oil production. Industrial expansion in many lines has also made remarkable strides.
- In the field of banking, insurance and general financial service "Canadian Finance" is concerned with the promotion of sound and well balanced investment policies. As the only financial journal published on the Prairies, it is our belief that permanent social security can best be attained through efficient advancement of private enterprise.



Sound investments

- This brochure, reproduced by photo-offset lithography, is, in its entirety, the design and production of Stovel Company Limited, Bannatyne Avenue, Dagmar to Ellen Streets, Winnipeg, Manitoba.

